

# Bowman CONSULTING

May 20, 2008

~Via E-Mail~

Ms. Sophia Fisher  
Planner  
Department of Planning  
COUNTY OF LOUDOUN  
1 Harrison Street, S.E., 3<sup>rd</sup> Floor  
Leesburg, VA 20177

**RE: Arcola Center Comprehensive Sign Plan: ZMOD 2007-0008;  
Response to Referral Comments**

Dear Sophia:

On behalf of the Applicant, Arcola Limited Partnership, Shops at Arcola Center LLC and Evergreen Commerce Center LP, enclosed please find four (4) complete copies of detailed responses to the second set of referral comments for the Arcola Center Comprehensive Sign Plan, ZMOD 2007-0008. The responses are comprised of the below-listed responses and the enclosed Arcola Comprehensive Sign Plan (ZMOD 2007-0008), inclusive of the Sign Requirements Matrix, dated May 19, 2008. Finally, the responses also reflect the discussions held with County Planning, Zoning and Community Planning Staff during the May 12, 2008 meeting.

For ease of review, we have provided one complete copy of the response for the public file and three additional copies that have been 3-hole punched to insert in the notebooks provided to staff with our response to the first round of referral comments. Once advised by staff, we will provide additional copies for the June Planning Commission Public Hearing.

## COMMUNITY PLANNING

*Staff recommends that the number of vehicular directional signs and that the height of the pedestrian signs be reduced.*

### Response:

**Vehicular Directional Signs:** The maximum number of vehicular directional signs has been reduced from 30 to 9 signs. The location of the proposed signs is shown on the location map found on page 62 of the CSP.

**Pedestrian Directional Signs:** As requested by staff, the height of the Pedestrian Directional Signs has been reduced to 8 feet to the bottom of the first blade on the sign post. This is a standard height now used by the industry to deter vandalism.

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ATTACHMENT 4

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ARCOLA CENTER CSP  
Response to 2<sup>nd</sup> Round of Referral Comments  
May 20, 2008

**ZONING DIVISION**

**Statement of Justification**

1. *Statement of Justification – Page Two. Please revise the Heading of “Matters for Consideration” to reference the Revised 1993 Loudoun County Zoning Ordinance in lieu of the 1993 Zoning Ordinance.*

**Response:** The heading has been revised as requested.

2. *Original Comment: Planning Commission Issues Regarding Comprehensive Sign Plans – Page 5 Criterion 3. The applicant has stated that the proposed signage treats similar types of signs consistently; however throughout the proposed comprehensive sign plan, signage has been referenced for specific tenants instead of by size of tenant spaces. Sections 5-1204(D)(3)(e) – (j) base sign allowances on the square footage of individual tenant spaces. To maintain consistency within the development, signage should be based solely on tenant size and not on the individual tenants. The zoning ordinance divides signage for freestanding and inline tenant spaces into three sections: spaces up to 4000 square feet, spaces 4001-15,000 square feet and spaces over 15,001 square feet. The applicant may wish to provide signage based on smaller increments of tenant space to be more specific to tenant size.*

*New Comment: The applicant appears to still be basing signage on individual tenants. Within the proposed section for inline structures with more than 50,000 sq ft and up to 100,000 sq ft, the aggregate total of signage varies from 300 sq ft to 421 sq ft. There is no correlation between tenant sign and allowable signage. The applicant may wish to further divide this category to base signage on tenant size. Further, be advised that should these large tenant spaces be subdivided in the future, signage for those future tenants will only be allowed in the locations identified and it may be possible that some tenants will be left without signage such as the buildings shown on pages 53 and 57.*

**Response:** Per Staff's recommendation, the Applicant has further divided the size category for both Sections 5-1204(D)(3)(g) and (j), free-standing and in-line tenants, as follows: (1) more than 15,000 SF and up to 50,000 SF; (2) more than 50,000 SF and up to 100,000 SF; and (3) more than 100,000 SF. This more detailed breakdown of tenant sizes will permit the Shops at Arcola Center LLC, or it's successor, to better control signage as the tenants change over time. As also recommended by staff, the Applicant has removed the tenant location maps in order to provide flexibility for placement of building mounted signs for future tenants.

**ARCOLA CENTER CSP**  
**Response to 2<sup>nd</sup> Round of Referral Comments**  
**May 20, 2008**

**Exhibit A**

3. *Original Comment: As ZMAP-2006-0015 has been approved, the portion of the subject property near Route 50 is zoned R-8, R-16 and R-24. Please remove these signs from the comprehensive sign plan. Non-PD residential signage is not able to be modified at this time. The signs in these areas will need to be permitted under Section 5-1204(D)(1)(c).*

***New Comment: The applicant has indicated that the entrance signs located at the entrance on Route 50 will conform to zoning ordinance requirements. Based on the submitted drawings, these signs exceed those allowed by the zoning ordinance. Please remove all signs not located on parcels zoned Planned Development (PD) from the comprehensive sign plan application. In addition, please remove the Route 50 Entrance Sign and Landscape Elevation drawings included in the back of the package.***

**Response:** Signs proposed to be erected in the Non-PD areas of Arcola Center have been removed from the CSP. Any signs located with these areas will conform to the applicable requirements of the Loudoun County Sign Ordinance.

**Exhibit B**

4. *Original Comment: Throughout the matrix, please be advised that when calculating the square footage of canopy signs, the entire canopy should be included and not just the lettering on the canopy. If the canopy includes logos such as Stars (Austin Grill) or Caribou (Caribou Coffee), these logos will count toward the number of signs as well as the square footage.*

***New Comment: The applicant states that lettering and symbols previously proposed on canopies have been removed. Awning/Canopy signs are still included within the comprehensive sign plan on Sheet 86.***

**Response:** Awnings may be permitted as signs but must comply with the requirements found in Section D of the CSP. A note has been added to the Sign Matrix explaining this option is available for in-line tenants.

5. *Original Comment: Please insure that all signs needed have been included in the request for zoning modification. The proffers for ZMAP-2005-0035 require a temporary park and ride to be located within Arcola Center. This park and ride will need to have information signage regarding no overnight parking as well as signage identifying the park and ride location within the center. These signs will need to be shown in the matrix if a modification is requested. The applicant has also not addressed real estate signs offering the sale or lease of tenant space or property.*

***New Comment: The applicant has referenced the "temporary" park and ride to be***

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Response to 2<sup>nd</sup> Round of Referral Comments  
May 20, 2008

*located in the PD-IP district of Arcola. The Permanent Park and Ride is to be located in the PD-IP while the Temporary Park and Ride is to be located within the Shops at Arcola. If signs for the Temporary Park and Ride are not included with this package, they must meet Section 5-1204(D)(7)(e), Informational Signs.*

*The applicant also makes reference to subsequent amendments to this Comprehensive Sign Plan. Please be advised that a Comprehensive Sign Plan may not be amended. A separate Comprehensive Sign Plan will be needed.*

**Response:** The Applicant has included a typical Park & Ride monument sign on Page 63 CSP.

6. *Original Comment: Exhibit B Page 8 - The applicant is requesting almost 8 times the amount of signage permitted for an auto service station (60 square feet versus 463 square feet). Signs on the gas pumps will count toward overall signage. The column regarding minimum setback from R.O.W. is listed as ?. Please provide the actual proposed distance from the R.O.W.*

*New Comment: The applicant states the end-user of the automobile service station will be responsible for requesting modifications to the sign regulations. Zoning Modification for signage is not permitted for single tenants within a Planned Development. The modification will need to be made with the application for the entire center.*

**Response:** Acknowledged.

7. *Original Comment: Exhibit B – Page 15 – Community Bulletin Board Sign – This sign type is not a permitted sign. Please remove from the comprehensive sign plan.*

*New Comment: The applicant has changed this sign to a pedestrian directional sign. Directional signs may not contain advertising. A map of Arcola center will identify the location of each tenant and therefore become an advertisement for those tenants. Within the sign package, this sign is shown on sheet 82 as a “Future Sign”, which is appropriate.*

**Response:** The Applicant disagrees that adding tenant names to the Kiosk is “advertising” for the tenants. Instead, the Applicant proposes to construct a Kiosk to direct pedestrians to different areas within the Arcola Center project, e.g. Main Street, the Plaza, etc., such that pedestrians will be able to walk between areas.

8. *Original Comment: Exhibit B – Page 15 – Menu Box Sign – These signs should be included in the sections which regulate restaurants. The sign will count toward the number of signs as well as the aggregate total.*

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Response to 2<sup>nd</sup> Round of Referral Comments  
May 20, 2008

*New Comment: Page 16 of Exhibit B still lists the restaurant drive through menu and the wall mounted menu signs as information signs. The Section which regulates drive through menu signs is Section 5-1204(D)(3)(ee) and the wall mounted signs will be an additional tenant sign Section 5-1204(D)(3)(bb), (cc), or (dd) depending on the size if it is inline or freestanding.*

**Response:** As directed by Staff, the drive-through and wall mounted menu boards have been relocated within the matrix.

9. *Exhibit B Pages 16 and 77 – Pedestrian Directional Signs. The Page 16 of the matrix has the maximum sign height for this type of sign to be 5' however; Page 77 shows this sign to be 12'6". Please correct this discrepancy. Also, if the intent of these signs are pedestrian directional, staff questions why the signs are so high. 8' in height would seem more appropriate for pedestrian signage.*

**Response:** As indicated in the response to the Community Planning comment above, the height of the Pedestrian Directional Signs has been reduced to 8 feet to the bottom of the first directional blade. In addition, the overall number and location of the signs have been reduced and changed in order to eliminate multiple signs at intersections.

10. *Page 22, General Conditions – please be sure to complete the date of the comprehensive sign plan.*

**Response:** This version of the CSP, including the Sign Requirements Matrix, has been dated.

**Section II Comprehensive Sign Plan**

11. *Original Comment: Sections listed on the Table of Contents as FUTURE will need to be added to a separate zoning modification. The signage within district zoned R-8 and R-16 may not be modified and must be removed from the comprehensive sign plan.*

*New Comment: Please place all "Future" signs in their own section of the matrix, as it is impossible to tell which category future signs will located. (Examples: retail tower logo, freestanding direction kiosk)*

**Response:** The Retail Tower Signs have been moved to the "Future Signs" section of the Sign Requirements Matrix.

**ARCOLA CENTER CSP**  
**Response to 2<sup>nd</sup> Round of Referral Comments**  
**May 20, 2008**

Please advise if you require any additional information or materials to finalize this application for the June Planning Commission public hearing.

We appreciate the guidance Staff has provided on this application.

Sincerely,



Packie E. Crown  
Principal  
**BOWMAN CONSULTING GROUP**

Enclosures

cc: Nicole Morrill (w/enclosures)  
James Roembke (w/enclosures)  
Mitchell Kuff (w/enclosures)

# Bowman

CONSULTING

March 21, 2008

Sophia Fisher  
Project Manager  
Department of Planning  
1 Harrison Street, SE, 3rd Floor  
Leesburg, VA 20177

**RE: ZMOD 2007-0008, Arcola Center Comprehensive Sign Plan  
Response to First Referral Comments**

Dear Sophia:

On behalf of the Applicant, Arcola Limited Partnership, Shops at Arcola Center and Evergreen Commerce Center L.P., we hereby submit detailed responses to the first set of referral comments received for the above-referenced Arcola Center Comprehensive Sign Plan ("CSP") application. The Applicant has revised the Arcola Center CSP to address the referral comments. Five complete copies of the revised Arcola Center CSP, dated March 2008, are enclosed. The agency review comments are summarized below (presented in *Italics*) followed by the Applicant's response.

**Zoning Administration, Department of Building & Development (comments dated 12/4/07)**

***Issue: Section 5-300 Visibility at Intersections. All signs shall comply with the requirements of this section regarding visibility at intersections.***

**Response:** Acknowledged.

***Issue: Section 5-1203 requires a sign permit to be obtained prior to the erection of any sign unless the sign is specifically excluded by this section.***

**Response:** Acknowledged.

**Statement of Justification**

***Issue: Please add the application number to the cover sheet (ZMOD-2007-0008).***

**Response:** The application number, ZMOD 2007-0008, has been added to the cover sheet of the Comprehensive Sign Plan as requested.

***Issue: Statement of Justification – Page One. The final paragraph, the final two sentences on the page incorrectly identify the rezoning in review as ZMAP-2006-0035. Please correct to identify the correct application number ZMAP-2006-0015.***

**Response:** The correction has been made as requested.

***Issue: Statement of Justification – Page Two. Please revise the Matters for Consideration to reference the Revised 1993 Loudoun County Zoning Ordinance.***

**Response:** The Statement of Justification has been revised as requested.

***Issue: Planning Commission Issues Regarding Comprehensive Sign Plans – Page 5 Criterion 3. Sections 5-1204(D)(3)(e) – (j) base sign allowances on the square footage of individual tenant spaces. To maintain consistency within the development, signage should be based solely on tenant size and not on the individual tenants. The applicant may wish to provide signage based on smaller increments of tenant space to be more specific to tenant size.***

**Response:** The Applicant has revised the Sign Matrix to provide signage based on different tenant sizes. As recommended, additional size ranges for tenants have been created to provide more control over the size, number and location of signs based on varying tenant sizes. Larger tenants are permitted more sign area in order to provide a more proportionate scale of signs to building façade.

#### **Exhibit A**

***Issue: Should ZMAP-2006-0015 be approved, the applicant will need to update Sheet 8 regarding the property identification to indicate the current zoning. Section 5-1204(D)(E)(1) Modifications to sign regulations may be made to Planned Development (PD) Districts only. Signs within any residential non- PD District must be removed from the comprehensive sign plan.***

**Response:** Sheet 8 of the CSP has been updated to indicate the current zoning.

The Applicant acknowledges Staff's comment regarding signs in residential non-PD districts. Arcola Center is located in the Route 50 corridor and in the area governed by the Arcola Area/Route 50 Corridor Comprehensive Plan policies. The policies of the Arcola Area/Route 50 Corridor CPAM call for development of an unified landscaping theme along the Route 50 frontage in order to create a "gateway" to Loudoun County that is visually attractive and reminiscent of Loudoun's history. A detailed landscape plan and sign feature that incorporates materials (both hard scaping and landscaping) has been designed for the Route 50 frontage of Arcola Center and is incorporated in the CSP. See the *Route 50 Entrance Sign and Landscape Elevation* dated March 2008, prepared by Lewis Scully Gionet.

A-66



## **Exhibit B**

***Issue: If there is not an applicable section for the desired sign, the sign is not permitted. Modifications can only be made to those signs which are permitted by the zoning ordinance.***

**Response:** Signs not currently permitted have been shifted to a "Future" section of the CSP where it indicates such signs will only be permitted if/when the sign ordinance is amended to permit the sign(s).

***Issue: Please address landscaping in regards to all proposed freestanding monument signs.***

**Response:** Detailed landscaping plans for the Arcola Center entrance signs have been prepared by Lewis Scully Ginot, dated March 2008, and are included in the CSP.

***Issue: Section 5-1204(D)(3)(e) permits 1 sign per vehicular entrance for small center / regional center entrance signs. Referring back to the Statement of Justification Planning Commission Issues Criterion 1: Is the modification the least amount needed to meet these criteria? The applicant needs to elaborate on how the large number of signs proposed will adequately help people find what they need without difficulty or confusion. The amount of signage proposed for a small regional center would seem excessive and cause visual clutter.***

**Response:** The entrances to the area zoned PD-RC and planned to be developed as a small regional shopping center (The Shops at Arcola Center) and are primarily accessed by Dulles South Parkway. The Shops at Arcola Center has approximately 2,200 feet of frontage on Dulles South Parkway. Dulles South Parkway is planned by the County to be a major collector road designed for a 45 mph design speed. Four entrances to the shopping center are planned in order to distribute traffic entering and exiting the center along the expansive frontage. The Applicant proposes to install a Primary Shopping Center Identification Sign at one entrance to the shopping center and install Secondary Shopping Center Identification Signs at the secondary entrance to the center. One of the Secondary Shopping Center Identification Signs originally proposed to be constructed at the northeastern entrance to the shopping center has been removed. Only the Primary Shopping Center Identification Sign is planned to also identify the major tenants located within the center and, because of the higher design speed of Dulles South Parkway, the tenant names are proposed to be split between the signs flanking the entrance. This will allow for easier recognition of the shopping center tenants by drivers which, in turn, will improve the safety of the traveling public in this area of Dulles South Parkway. The secondary entrance sign will serve both a center identification function as well as is integrated into the perimeter landscape plan for the center that is integral to the overall design of the center. This design element is consistent with the recommendations of the Route 50 Task Force that "higher design" elements be constructed in the Route 50 area in order to set a new standard for this "Gateway" to Loudoun County.

A-67

***Issue:*** To maintain consistency within the development, signage should be based solely on tenant size and not on the individual tenants. There seems to be no consistency in the signage. Actual square footage for the tenants has not been provided. Please revise the proposed matrix to address signage based on actual tenant size rather than tenant itself.

**Response:** The Sign Matrix has been revised as requested.

***Issue:*** Throughout the matrix, please be advised that when calculating the square footage of canopy signs, the entire canopy should be included and not just the lettering on the canopy.

**Response:** Lettering and symbols previously proposed to be included on canopies in the shopping center have been removed.

***Issue:*** Per Article 8 of the Revised 1993 Loudoun County Zoning Ordinance, a business sign is defined as, "a sign which directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located." Signs must be placed on the building in which the goods are being offered.

**Response:** Other than the Primary Shopping Center Identification Sign that is the entrance sign for the shopping center, no signage that directs attention to a business or profession is proposed to be placed in areas other than on the buildings in which the goods are being offered.

***Issue:*** Please insure that all signs needed have been included in the request for zoning modification. The proffers for ZMAP-2005-0035 require a temporary park and ride to be located within Arcola Center. This park and ride will need to have information signage regarding no overnight parking as well as signage identifying the park and ride location within the center. The applicant has also not addressed real estate signs offering the sale or lease of tenant space or property.

**Response:** The temporary park and ride lot will be located in the PD-IP area of Arcola Center. The PD-IP area of the property is not included in this CSP. Directional signs located in the Shops at Arcola Center may be installed to direct people to the park and ride lot. Other signage, such as "no overnight parking, etc.", will be included in subsequent amendments to this CSP. As indicated in the CSP, amendments to this CSP that will address the Main Street Shops, the PD-IP and PD-TC areas of Arcola Center will be submitted to the County for review and approval as those areas of the property are developed.

The CSP includes a provision indicating any sign that is permitted by the County Sign Ordinance but is not specifically listed in the CSP may be permitted pursuant to the sign regulations found in Section 5-1200 of the Zoning Ordinance.

A-68

**Issue:** *Informational Signs – Article 8 defines Information Signs as signs to identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits and the like. Signs such as ATM, Enter and Exit on the carwash, Park and Ride, etc can be counted as information signs as long as they contain no advertising or logos.*

**Response:** Acknowledged.

**Issue:** *Exhibit B Tenant Lowe's – The side & rear signage max area of any one sign is listed as ?. Please correct. Also, the maximum height of the sign is listed as N/A. If no modifications to sections are proposed, please fill the column in with the current zoning ordinance requirement.*

**Response:** The Sign Matrix has been revised.

**Issue:** *Exhibit B Page 7 – Banks have been listed as Office – Freestanding Building signs. The correct section for banks and financial institution should be listed as Section 5-1204(D)(3)(ii). Please adjust the matrix and proposed modifications based on this section of the zoning ordinance.*

**Response:** As advised by staff, banks and financial institutions have been listed under Section 5-1204(D)(3)(ii).

**Issue:** *Exhibit B Page 8 - The applicant is requesting almost 8 times the amount of signage permitted for an auto service station (60 square feet versus 463 square feet). Signs on the gas pumps will count toward overall signage. The column regarding minimum setback from R.O.W. is listed as ?. Please provide the actual proposed distance from the R.O.W.*

**Response:** Except for ground mounted signage proposed for the automobile service station and an additional façade signs, all other modifications have been removed from the Comprehensive Sign Plan. The Applicant desires that all ground mounted signs constructed throughout the development be consistent in design and materials. The end-user of the automobile service station site will be responsible for requesting modifications of the County sign regulations, if needed.

**Issue:** *Exhibit B – Page 11 – Restaurant In-Line Structure. Please be advised that awnings containing signage and logos count toward the total number of signs as well as the aggregate total. The applicant has proposed no modification to these tenants.*

**Response:** All signage/logos previously shown on awnings in the shopping center have been removed.

**Issue:** *Exhibit B – Page 11 – Restaurant Drive-Through Menu – The zoning ordinance requires that these signs be screened from all roads. This requirement may not be modified.*

**Response:** The requested note has been added to the CSP.

A-69

**Issue:** *Exhibit B – Page 12 – Per Article 8 of the Revised 1993 Loudoun County Zoning Ordinance, a business sign is defined as, “a sign which directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.” The logos for Arcola Center listed on this page are not permitted signs as Arcola Center does not offer a service, good, commodity etc within this tenant space. Please delete this proposed sign from the sign plan.*

**Response:** The Arcola Center logos and weathervanes have been removed from the sign design at this time. However, the Applicant has indicated in the General Conditions section of the CSP that such logos shall be permitted in the future if the County amends the sign regulations to either permit logos or defines such logos as architectural features of the overall design of the project.

**Issue:** *Exhibit B – Page 13-14 – Once the property has been rezoned, will the sections still be zoned PD-IP and PD-GI? If not, please remove the modification requests for signs in those districts or adjust the matrix to reflect the correct district and modifications (ex. PD-TC).*

**Response:** The CSP has been revised to correspond to the new zoning district designations for the property.

**Issue:** *Exhibit B – Page 14 – Temporary Signs – Article 8 defines temporary signs as, “a sign advertising a candidacy for public office or an event of public interest, such as but not limited to, public or general election, church or public meeting, fair, horse show, turkey shoot, entertainment for charitable purposes, horticulture/agriculture/silviculture activities and other similar social activities of temporary duration or non-recurring nature, excluding commercial retail and real estates, unless otherwise permitted in this Ordinance.” As the signs proposed in this section do not meet this definition, they are not permitted and must be removed from the comprehensive sign plan. Additionally, Section 5-1202(A)(3) prohibits signs placed on lamp posts.*

**Response:** The referenced signs have been relocated to the “Future Signs” section of the CSP which clearly indicates such signs will only be permitted if the County’s sign regulations are amended to permit them in the future.

**Issue:** *Exhibit B – Page 15 – Community Bulletin Board Sign – This sign type is not a permitted sign. Please remove from the comprehensive sign plan.*

**Response:** The Community Bulletin Board Sign has been changed to a pedestrian directional sign. This sign is intended to provide pedestrians with a map of the Arcola Center property that will help direct them to their final destination.

**Issue:** *Exhibit B – Page 15 – Pedestrian and Vehicular Directional Signs – These sign type are now included in the Revised 1993 Loudoun County Zoning Ordinance pursuant to Section 5-1204(D)(7) Directional Signs, On-Site. Please add this additional sign type to proposed matrix. Please note that the signs may contain no advertising (ex. the Arcola logo and any tenant names may not be included on the sign).*

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**Response:** The "Directional" sign type has been added to the Sign Matrix and all advertising (i.e. Arcola logo) has been removed from the proposed design.

**Issue:** *Exhibit B – Page 15 – Menu Box Sign – These signs should be included in the sections which regulate restaurants. The sign will count toward the number of signs as well as the aggregate total.*

**Response:** The Menu Box Sign has been shifted to the appropriate section (Section 1204(D)(3)(dd)).

### **Comprehensive Sign Plan**

**Issue:** *The Table of Contents, Introduction, General Conditions, etc. should be moved to the beginning of the package. Any changes to the package will need to be reflected in the table of contents.*

**Response:** The Table of Contents ("TOC") is located at the front of the CSP book in order to provide for easier review of the application by staff, the Planning Commission and the Board of Supervisors. It will be relocated once the CSP is approved and the Statement of Justification no longer is required to be included in the CSP. The other sections referenced above will follow the TOC in the "approval document" as well in order to provide for easy implementation of the CSP.

**Issue:** *Sections listed on the Table of Contents as FUTURE will need to be added to a separate zoning modification. The signage within district zoned R-8 and R-16 may not be modified and must be removed from the comprehensive sign plan.*

**Response:** The Applicant has removed the referenced sections from the Table of Contents and has indicated in the General Conditions and Table of Contents that all signs listed as "FUTURE" will be subject to separate zoning modification applications that will be requested in the future, as applicable.

The Applicant acknowledges the current restriction on modifying signage to be placed in residential non-PD districts. The entrance signs located on the R-District parcels have been designed to meet the current Zoning Ordinance criteria.

**Issue:** *General Sign Specifications – Page 9 Illumination of Signs references exposed lamps as permitted. Please be advised that exposed or visible neon tubes/bulbs are prohibited.*

**Response:** The General Conditions have been revised to indicate visible neon tubes/bulbs are prohibited.

**Issue:** *Please note that the area of any logos attached to freestanding sign will need to be included within the area of the sign panel.*

**Response:** Acknowledged.

**Issue: Permanent Signs – Page 50 Chick-fil-A.** A note stating the “drive-in menu signs do not count toward sign area” will need to be removed as this signage for these signs do count but are listed as a separate sign type.

**Response:** Acknowledged. Drive-through menus have been moved to the appropriate section of the CSP.

#### **Other**

**Issue: Staff notes that the construction of some signs shown in the plan may require a building permit (i.e. the stone columns and walls).**

**Response:** Acknowledged.

**Issue: Please be advised that approval of a comprehensive sign package containing signs which are either prohibited or not permitted by the zoning ordinance does not authorize zoning permit approval or issuance for such signs.**

**Response:** Acknowledged. However, the Applicant would like to clarify with staff that such signs may be permitted in the future if/when the County amends the sign regulations to permit such signs. A statement to this effect has been added to the General Conditions.

#### **Community Planning, Department of Planning (comments dated 11/9/07)**

**Issue: Extent of the Comprehensive Sign Plan: The submitted package is not comprehensive in that it applies to only a portion of the entire project. It is not clear whether additional regulations will be added during the review of this application or if a second Zoning Ordinance Modification request will be submitted at some point in the future.**

**Staff requests information regarding the applicant’s intent and timing to provide a comprehensive sign plan that will apply to the entire project.**

**Response:** The Applicant has clarified in the General Conditions section of the CSP that additional regulations and modification requests, consistent with the type and design of the signs included in this application, will be submitted to the County for review and approval as additional sections of the Arcola Center development are designed.

**Issue: Staff requests that the applicant clarify where the proposed information signs, including the community bulletin boards, pedestrian directional signs, and vehicular directional signs, will be located. It would be appropriate to provide a Sign Location Map for these signs so that staff can assess whether the proposed number of signs is reasonable.**

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***Staff also recommends that the Comparative Sign Matrix (the CSP Proposed Sign Type & Location column) be revised to specify that shopping center directory & advertising display signs are being proposed.***

**Response:** The Sign Matrix has been clarified to indicate pedestrian and vehicular directional signs will be provided as modified. The shopping center directory has been redesigned to provide for a map of the center that can direct pedestrians to their designation. Location maps have been included for both pedestrian and vehicular directional signs.

***Issue: Size of Building-Mounted Signs: The size and number of signs, in several instances, appear to be greater than needed and may overwhelm the buildings themselves.***

**Response:** All signs have been designed in scale and proportion to the size of the corresponding tenant. The Sign Matrix has been revised to provide for signs by additional size ranges (e.g. 51,000 SF to 100,000 SF; over 100,000 SF) which should help clarify the appropriateness of signs requested for larger tenants. Larger scale destination retail tenants will be located in larger buildings which require signs that will be scaled to the buildings.

***Issue: Staff recommends that the proposed comprehensive sign plan include more details regarding landscaping around the base of the ground-mounted signs. Staff also recommends a condition of approval that requires landscaping around the ground-mounted signs as well as a commitment to the long term maintenance of both the landscaping and the signs.***

**Response:** As indicated above, the Applicant has included detailed landscaping plans for the entrance monument signs. The Applicant has also included a copy of the landscaping plan that has already been approved for the shopping center. The Applicant will agree to a condition of approval requiring landscape treatment around the base of ground-mounted signs. Maintenance of all signage and landscaping will be controlled by the Owners Association.

***Issue: Seasonal/Community Event Banners: Staff recommends a condition of approval that the proposed seasonal/community event banners will only be permitted within the commercial sections of Arcola Center (e.g., The Shops at Arcola Center).***

**Response:** The Applicant will agree to such a condition if banners are permitted at some point in the future. For now, the Applicant has removed his request to use banners unless as specifically permitted by the sign ordinance.

***Issue: Lighting: Staff recommends a condition of approval stating that no animation, neon, or moving lights will be permitted; that building-mounted signs will be illuminated internally only and contain no exposed lighting elements; that sign illumination will not spill upward or reflect or cast glare onto adjacent properties or roads; and that ground-mounted lighting fixtures will be shielded and directed at the intended sign elements.***

**Response:** The Applicant agrees to the above-listed conditions.

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***Issue: Signs for the Slave Quarters Site: Staff notes that at the October 29, 2007 Planning Commission Work session regarding ZMAP 2006-0015/SPEX 2007-0007, Arcola Center, Planning Commissioners requested that the applicant provide temporary signage for the Slave Quarters site. At the meeting, the Applicant agreed to such a provision.***

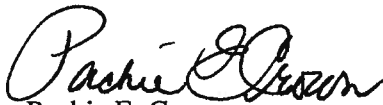
***Staff recommends that signage for the Slave Quarters site be included in this Comprehensive Sign Plan.***

**Response:** As noted in the meeting held with staff on December 12, 2007, the Slave Quarters property is owned by the County. As such, signage may be erected on the property at any time. The Applicant has agreed to work with the County on placement of signage on the Slave Quarters property.

The above-responses, together with the enclosed revised Arcola Center Comprehensive Sign Plan dated March 2008, constitute the Applicant's response to the referral comments. Please advise if you require additional information or copies of the materials in order to facilitate processing this application. And, of course, we would be happy to meet with staff to review the revised CSP in detail.

Thank you for your assistance with this application. Please do not hesitate to contact me if you have any questions.

With kind regards,  
BOWMAN CONSULTING GROUP



Packie E. Crown  
Principal/Senior Planner

Enclosures

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